

PROPOSED REVISIONS TO INTERNET SURVEY ON FUEL ECONOMY LABEL

8/25/10

Questions to be Added

We propose adding the following two questions to learn more about whether respondents understand what 0 CO₂ emissions means, and where they would prefer the information to be available.

Proposed placement: after Influence questions, immediately before demographic questions

A. The label that you saw for an electric vehicle shows that it emits 0 CO₂ grams per mile (tailpipe only); all other vehicles emit some CO₂ per mile from their tailpipes. What does it mean that electric vehicles are rated to have 0 CO₂ emissions?

- (a) The electricity used to power electric vehicles has no carbon dioxide emissions associated with it.
- (b) The electricity used to power electric vehicles may cause carbon dioxide emissions at a powerplant, but the vehicle does not produce any additional CO₂ emissions.
- (c) Other (please specify) _____

B. Where would you prefer to see information on the CO₂ emissions associated with producing electricity for an electric vehicle?

- (a) On the label, in addition to “tailpipe only” emissions
- (b) On a website instead of the label; the label should have “tailpipe only” emissions
- (c) Other (please specify) _____
- (d) Information on the emissions associated with producing electricity to power an electric vehicle is not important to me.

Commented [geh1]: Based on focus group results, we do not expect many people to be interested in presentation of greenhouse gas emissions information. We expect that answer quality will be improved by providing respondents uninterested in the issue the ability, in a sense, to opt out of answering, so that we get information primarily from those who are interested.

Between the time of resubmission of the ICR and now, we have proposed adding two more questions. The first, a duplicate of Q. 24, will ask what label information people used to answer the influence questions and will appear after Q. 28. The second will ask the respondent’s zip code as part of the demographic information.

Questions to be Dropped

Q. #11, asking whether people looked for fuel economy information, by combining it with Q12, which asks “Where are you searching/did you search for information on fuel economy/fuel consumption?” We will include a box for “I am not searching/did not search for information on fuel economy”

Q. 14, asking whether EPA is a trusted source of information on fuel economy. This question has been examined in previous research.

Q. 16, asking people if they remember seeing the fuel economy label after showing them the Monroney label. This question adds little insight beyond that provided by Q. 15 (Do you remember seeing the fuel economy label when shopping) and Q. 17 (how important is the fuel economy label in your choice)